



***SIP Innovations Conference:
Clearing the Path to Clean Air***

March 13, 2003

Centralina Council of Governments

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SEQL

(Sustainable Environment for Quality of Life)



- Presented by:
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Centralina Council of Governments

SEQL PARTNERS

- **Local Governments:**
 - 15 Counties, City of Charlotte and 80+ municipalities
- **Council of Governments:**
 - Centralina COG
 - Catawba Regional COG
- **State Agencies:**
 - NC Department of Environmental and Natural Resources
 - SC Department of Health and Environmental Control
- **USEPA:**
 - EPA South East Region 4
 - Office of Air Quality Planning and Standards

SEQL – “*Mission Possible*”

- **SEQL is about**
 - **Making a difference in the quality of life in our region**
 - **Intergovernmental collaboration and cooperation**
 - **Involvement, innovation and change**
 - **Local actions with regional support**

SEQL Goals

- **Engage in regional integrated environmental planning**
- **Improve regional air quality**
- **Three phases of regional initiative:**
 - 1. Introduce and build awareness**
 - 2. Demonstrate and implement**
 - 3. Institutionalize consensus process**

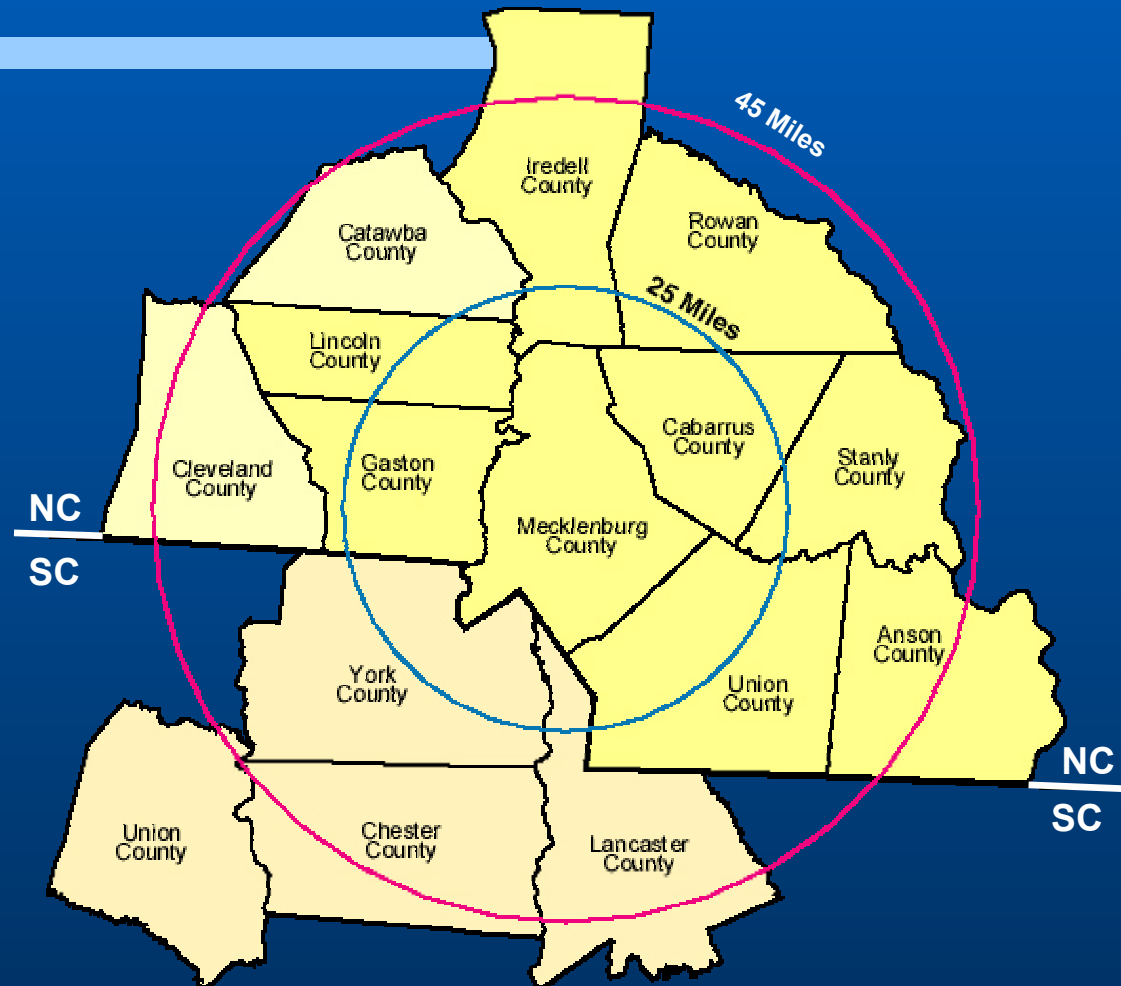
5 Years to Change Public Policy

- **Mayor's Call** → 2000 – EPA partnership
- **Sustainability Project** → 2001-02 – working with 26 jurisdictions
- **SEQL I** → 2003 – broader, deeper, better commitment
- **SEQL II** → 2003-04 – capture local results to demonstrate improvements and earn regional credits

Greater Charlotte Region

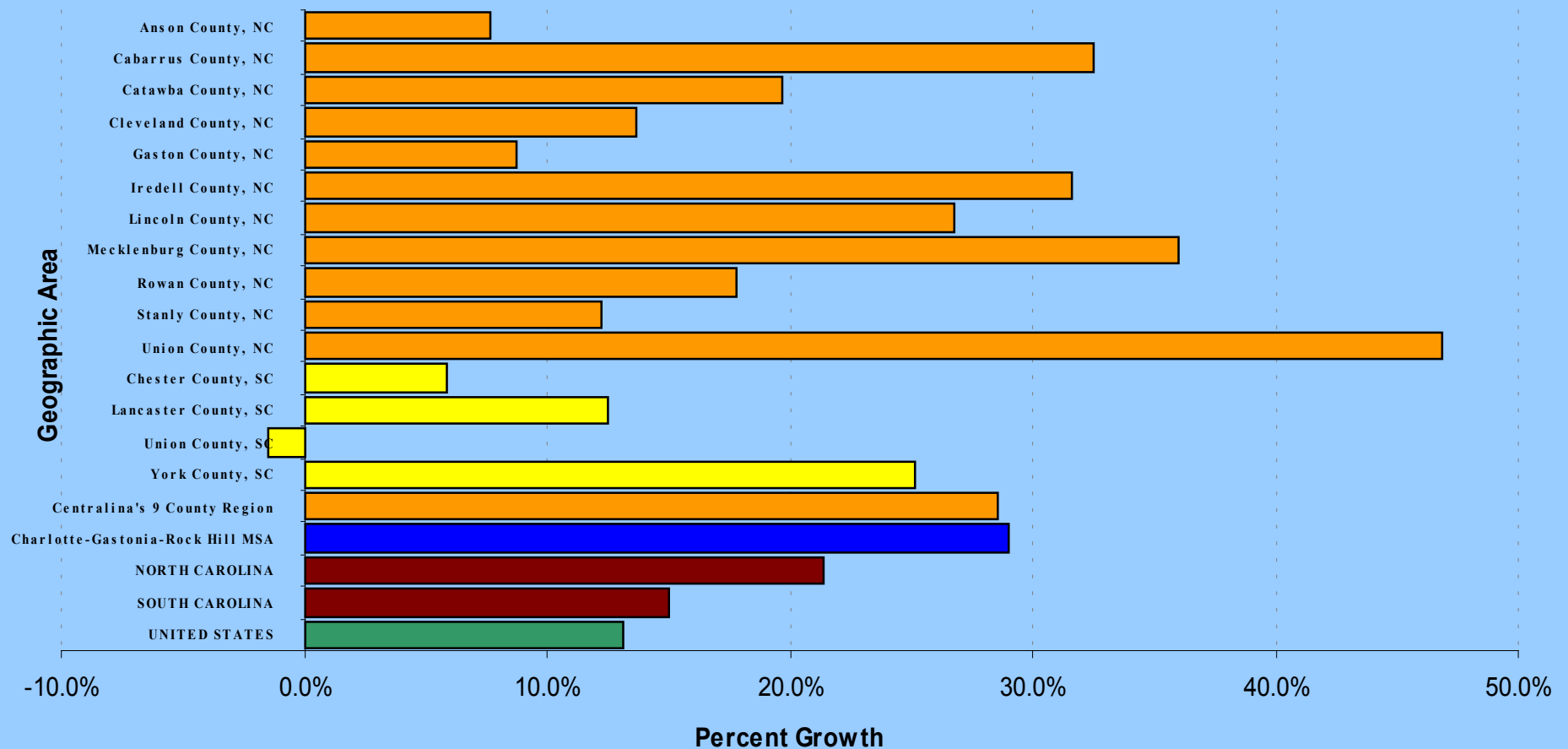
- **Growth**
- **Development**
- **Threat to the “Good Life”**
- **Environmental Challenges:**
 - **Air Quality**
 - **Water Resources**
 - **Smart Land Use Planning**

Greater Charlotte Region - Map



Greater Charlotte Region - Growth

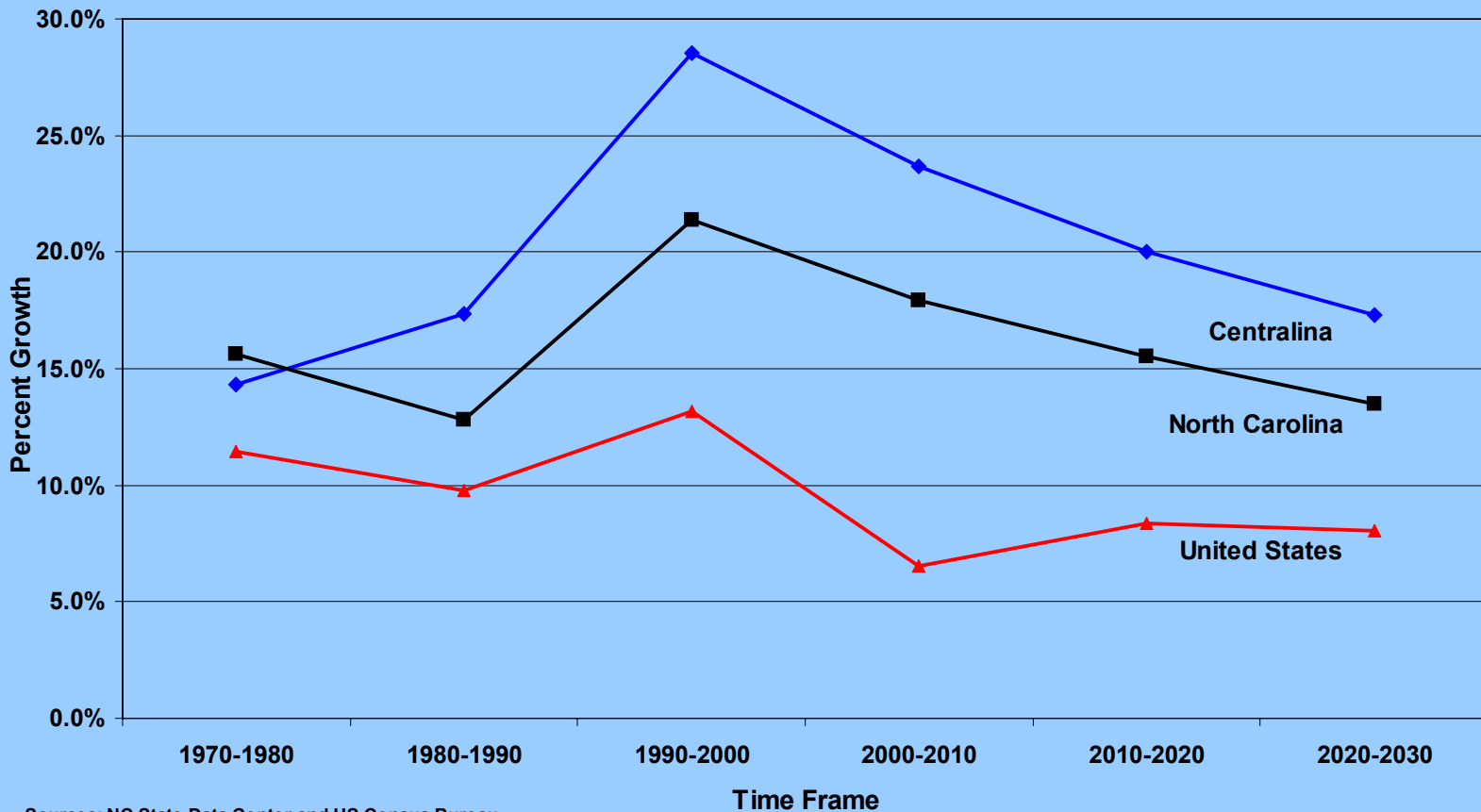
Percent Population Growth, 1990-2000



Source: US Census Bureau.

Greater Charlotte Region - Growth

Percent Population Growth, 1970-2000 and
Projected Population Increase, 2000 - 2030



Greater Charlotte Region - Development



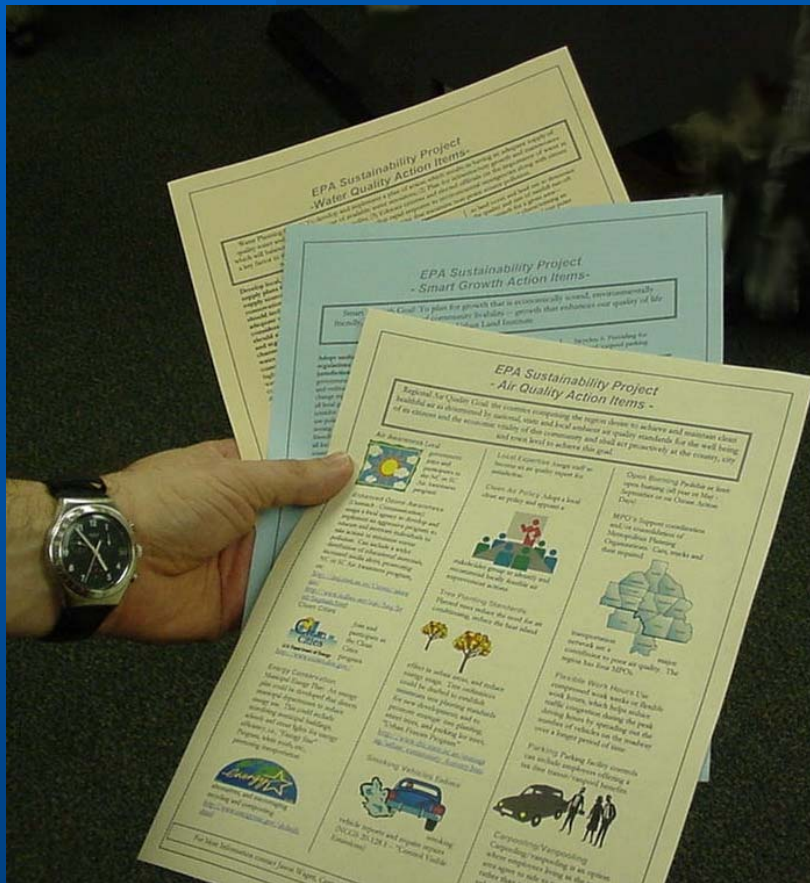
- Financial center
- Distribution hub
- Urban diversity
- Destination venue
- Regional identity

Regional Threats to the “Good Life”

- Land use sprawl
- Traffic congestion
- Public transit catch-up
- Water crisis
- Delayed regional responses
- Limited civic engagement



Regional Efforts for the “Good Life”

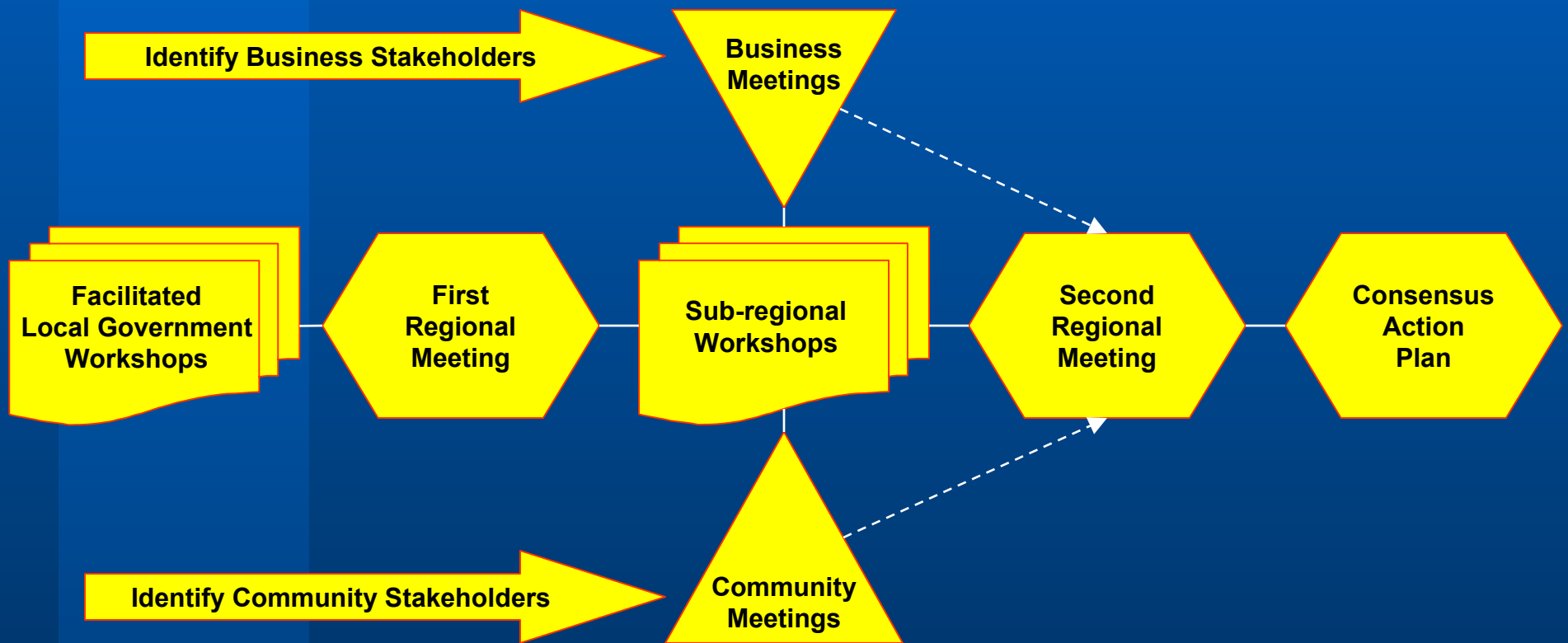


- Regional cooperation
- “America Speaks” model of engagement
- Phase I Consensus Toolbox Action Items
- Organizational collaboration
- Media focus
- Regional Planning Alliance
- Economic restructuring

SEQL Methodology

- **Identify regional nature of the threats**
- **Encourage local demonstration, innovation and action**
- **Provide technical assistance**
- **Recognize local actions that build cumulative impacts**
- **Build public policy consensus model**
 - **Local government officials and staff**
 - **Business leadership**
 - **Community environmental advocates**

SEQL Consensus Building



Current Status

- **Gathering of the Partners – March 20, 2003**
- **Sub-regional meetings in May/June**
- **Individual jurisdictions are moving forward**
- **Outstanding problems:**
 - **Local and State government budget crises**
 - **No agreement or method for valuing actions and capturing credits**

More information

- Tools: www.Centralina.org/seq1 or
 - www.seq1.org (*after April 1, 2003*)
- Submit questions:
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